



KSTU
5020 W. Amelia Earhart Dr.
Salt Lake City, UT 84116
(801)532-1300

CONTRACT

<u>Contract / Revision</u> 572206 /		<u>Alt Order #</u>
<u>Product</u> Matheson for Congress 2012		
<u>Contract Dates</u> 09/10/12 - 09/16/12		<u>Estimate #</u> 11757
<u>Advertiser</u> Matheson/D/Congress		<u>Original Date / Revision</u> 08/30/12 / 08/30/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KSTU	<u>Account Executive</u> Kent Carbon	<u>Sales Office</u> Salt Lake City
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

Media Strategies & Research
1580 Lincoln St
Suite 510
Denver, CO 80203

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	13	09/10/12	09/16/12	M-F 530a-6a	530a-6a		:30			NM	4	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	11-11--				4	\$250.00			
N 2	13	09/10/12	09/16/12	M-F 7a-8a	7a-8a		:30			NM	5	\$2,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	11111--				5	\$475.00			
N 3	13	09/10/12	09/16/12	M-F 8a-9a	8a-9a		:30			NM	5	\$2,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	11111--				5	\$475.00			
N 4	13	09/10/12	09/16/12	Sa 7a-9a	7a-9a		:30			NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-----1-				1	\$425.00			
N 5	13	09/10/12	09/16/12	Su 7a-9a	7a-9a		:30			NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-----S				1	\$425.00			
N 6	13	09/10/12	09/16/12	Sa 9p-1005p	9p-1005p		:30			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-----S-				1	\$1,000.00			
Totals											17	\$7,600.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/16/12	17	\$7,600.00	\$6,460.00
Totals	17	\$7,600.00	\$6,460.00

Signature: _____ Date: _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



Station Order Revised Matheson for Congress 2012

Market: Salt Lake City-Ogden

Estimate ID

Flight Dates: Monday, September 10, 2012 to Sunday, September 16, 2012

11757

Contact: Kent Carbon

Phone: 801-532-1300

Email: kent.carbon@fox13now.com, Diana.Evans@fox13no

Fax: 801-536-1334

Direct: 801-536-1338

KSTU-TV

Program Name	DP	Days Length	Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
				Sep 10	Sep 11	Sep 12	Sep 13	Sep 14	Sep 15	Sep 16	
KSTU 5:30a News	EM	M-F	\$250.00	1	1		1	1			4
5:30 AM 6:00 AM		30	\$1,000.00								
Sold out at LUR per KSTU. Move to L1 to clear.											
KSTU 7a News	EM	M-F	\$475.00	1	1	1	1	1			5
7:00 AM 8:00 AM		30	\$2,375.00								
Sold out at LUR per KSTU. Move to L1 to clear.											
KSTU 8a News	EM	M-F	\$475.00	1	1	1	1	1			5
8:00 AM 9:00 AM		30	\$2,375.00								
Sold out at LUR per KSTU. Move to L1 to clear.											
Saturday 7a News	EM	Sa	\$425.00						1		1
7:00 AM 9:00 AM		30	\$425.00								
Sold out at LUR per KSTU. Move to L1 to clear.											
Sunday 7a News	EM	Su	\$425.00							1	1
7:00 AM 9:00 AM		30	\$425.00								
Sold out at LUR per KSTU. Move to L1 to clear.											
Saturday 9p News	LN	Sa	\$1,000.00						1		1
9:00 PM 10:00 PM		30	\$1,000.00								
Sold out at LUR per KSTU. Move to L1 to clear.											
Station Gross Totals			\$7,600.00	3	3	2	3	3	2	1	17

Suzanne Collins

Media Strategies and Research

1580 Lincoln Street, Suite 510, Denver, CO 80203

suzannel@mediastrategies.com

Date/Time Sent: 8/30/2012 2:15:20 PM

KSTU-TV

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